El Paso Complete Count Committe Final Report to Honorable County Judge and County Commissioners Honorable City of El Paso Mayor and City Representatives

July 2010

The Complete Count Committee (CCC) is pleased to provide County Commissioners' Court and City Council with its final Committee report. The CCC is a volunteer committee appointed by the Mayor, City Council Representatives, the County Judge, and County Commissioners. The purpose of the CCC is to increase awareness and motivate residents to respond to the 2010 Census. The CCC consists of fourteen (14) members. The City of El Paso appointed nine (9) members and El Paso County appointed five (5) members. This report summarizes the role of the committee and its completed activities.

OVERVIEW:

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The CCC, in addition to the duties identified in the Census 2010 Training Manual, traveled throughout the City and County of El Paso providing information, education, promotional materials, and encouraging participation in the 2010 Decennial Census. CCC members also visited with schools, faith-based organizations, non-profits, and other civic organizations throughout the city and county; disseminated information through the print and electronic media outlets; participated in several press conferences, and made presentations to numerous organizations including NGO's within the limits of the City of El Paso and throughout the outlying areas of El Paso county.

CENSUS ACTIVITIES

The CCC met on the second Tuesday of every month at City Hall with representatives of the Census Bureau, El Paso School District, and other interested groups to coordinate and disseminate information about the Census. Additional meetings were also held as warranted.

In addition to the coordinating and planning activities, the members of the CCC also accomplished the following:

- Developed a master plan outlining the strategies to be undertaken.
- Received information and training on census operations and timelines.
- Coordinated public meetings for non-profit and faith-based leaders to learn about the Census
- Wrote and received a \$3,000 grant from the Census Bureau to develop and purchase dissemination materials for city and county residents.
- Disseminated 4,000 Census "fact sheets" to local constituencies.
- Conducted outreach events and meetings with residents of "hard-to-count" tracts in order to maximize response in these areas.
- Participated with Census staff in multiple information meetings with residents of Colonias in El Paso County.
- Presented at multiple public and civic meetings to raise Census awareness among leaders in the community.
- Interviewed with multiple television and radio stations to encourage local participation.

- Participated in numerous interviews with local newspapers promoting the Census and providing updates and information.
- Arranged to have 15-second audio spots read during UTEP men's and women's basketball games at the Don Haskins Center/
- Encouraged and received support from local government officials and other organizations to develop and broadcast a variety of Census 2010 public-service announcements.
- Developed and delivered presentations to numerous groups and organizations.

2010 CCC Members Appointed by the Mayor and City Council

CCC Members	Appointed By:	Date of Appointment:
Richard Vorba	Mayor	8/4/2009
David Karlsruher	Ann Lilly – District 1	4/14/2009
Eva Hinojosa	Susie Byrd – District 2	6/23/2009
Donald Williams	Emma Acosta – District 3	7/14/2009
Shaun Lewis	Carl Robinson – District 4	9/1/2009
Robert Andrade	Rachel Quintana – District 5	9/15/2009
Lily Ruiz	Eddie Holguin – District 6	4/21/2009
Jon Law	Steve Ortega – District 7	4/14/2009
Genna Pendergras	Beto O'Rourke – District 8	4/7/2009

2010 CCC Members Appointed by the County Judge and County Commissioners

Denise Pacillas	denisep1@aol.com	Anna Perez – Commissioner Pct 1
Estela Reyes	Estela.Reyes@lafe-ep.org	Veronica Escobar – Commissioner Pct 2
Pema Garcia	pgarcia@archmail.tamu.edu	Willie Gandara Jr Commissioner Pct. 3
Grace Cain	graceadvertising1@gmail.com	Daniel Haggerty – Commissioner Pct 4
Jesse Acosta	jesse_acosta@sbcglobal.net	Anthony Cobos - County Judge

RESULTS

The **Mail Participation Rate** is the percentage of forms mailed back by households that received them. The rate excludes households whose forms were returned to us by the U.S. Postal Service as "undeliverable," strongly suggesting the house was vacant. Mail Participation Rate is the U.S. Census Bureau's recommended measure to determine success in different communities.

As of May 19, 2010, the Mail Participation Rate for the City of El Paso was 73%. This was higher than the mail participation rate for Texas (67%) and the nation (72%).

CONCLUSION

The combined efforts of dedicated elected and non-elected officials, CCC members, and Census staff, have already achieved a higher return rate than the nation and the state. As non-response follow-up continues in El Paso with enumerators making visits to households that did not respond, it is expected that the participation levels will climb even higher. In conclusion, El Paso's efforts to elicit a more robust participation in Census 2010 was a success in large part because the people of El Paso became aware and understood the importance of participating in the Census. The CCC is thankful to all that participated.